

What is claimed is:

1. A conditioning liquid laundry composition with improved particulate soil cleaning comprising:  
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  - a. at least about 5 % of at least one anionic surfactant;
  - b. about 0.01 % to about 5 % of at least one amphiphilic carboxy containing polymer;
  - c. about 0.05 % to about 3 % of polyvinylpyrrolidone polymer; and
  - 10 d. at least one cationic conditioning polymer.
2. The composition according to claim 1, wherein the Softening Parameter is greater than about 70.
- 15 3. The composition according to claim 1, wherein said amphiphilic carboxy containing polymer is an anionic polyacrylate polymer.
4. The composition according to claim 1, wherein said cationic polymer is selected from the group consisting of dimethyl diallyl ammonium chloride/acrylamide  
20 copolymer, dimethyl diallyl ammonium chloride/acrylic acid/acrylamide terpolymer, vinylpyrrolidone/methyl vinyl imidazolium chloride copolymer, polydimethyl diallyl ammonium chloride, starch hydroxypropyl trimmonium chloride, polymethacryl amidopropyl trimethyl ammonium chloride, acrylamidopropyl trimmonium chloride/acrylamide copolymer, guar hydroxypropyl trimonium chloride, hydroxyethyl

cellulose derivatized with trimethyl ammonium substituted epoxide, and mixtures thereof.

5        5.        The composition according to claim 1, wherein said cationic polymer has a molecular weight of less than about 850,000 daltons.

10       6.        The composition according to claim 1, wherein said anionic surfactant is selected from the group consisting of alkali and alkaline earth metal salts of fatty carboxylic acids, alkali and alkaline earth metal salts of alkylbenzene sulfonates, and mixtures thereof.

15       7.        The composition according to claim 6, wherein the composition comprises at least 4% of an alkali or alkaline earth metal salt of one or more fatty carboxylic acids.

8.        The composition according to claim 1, wherein said cationic polymer and said anionic surfactant are present at a ratio of less than about 1:4.

20       9.        The composition according to claim 1, wherein the composition is a detergent or fabric softener.

10.       The composition according to claim 1, having a delta E of less than about 12.

25       11.       The composition according to claim 1 which is substantially free of precipitation.

12. A method for conditioning and cleaning textiles comprising, in no particular order:

- 5 a. providing a laundry detergent or fabric softener composition according to claim 1;  
b. contacting one or more articles with the composition at one or more points during the laundering process; and  
c. mechanically tumble-drying or allowing the articles to dry.

10 13. The method according to Claim 12, having a Softening Parameter greater than about 70.

14. The method according to claim 12, wherein said cationic polymer is selected from the group consisting of dimethyl diallyl ammonium chloride/acrylamide  
15 copolymer, dimethyl diallyl ammonium chloride/acrylic acid/acrylamide terpolymer, vinylpyrrolidone/methyl vinyl imidazolium chloride copolymer, polydimethyl diallyl ammonium chloride, starch hydroxypropyl trimmonium chloride, polymethacryl amidopropyl trimethyl ammonium chloride, acrylamidopropyl trimmonium chloride/acrylamide copolymer, guar hydroxypropyl trimonium chloride, hydroxyethyl  
20 cellulose derivatized with trimethyl ammonium substituted epoxide, and mixtures thereof.

15. The method according to claim 12, wherein said cationic polymer has a molecular weight of less than about 850,000 daltons.

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16. The method according to claim 12, wherein said anionic surfactant is selected from the group consisting of alkali and alkaline earth metal salts of fatty carboxylic acids, alkali and alkaline earth metal salts of alkylbenzene sulfonates, and mixtures thereof.

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17. The method according to claim 15, wherein the composition comprises at least 4% of an alkali or alkaline earth metal salt of one or more fatty carboxylic acids.

10 18. The method according to claim 12, wherein said cationic polymer and said anionic surfactant are present at a ratio of less than about 1:4.

19. The method according to claim 12, wherein the composition is a detergent or fabric softener.

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20. The composition according to claim 1, wherein said amphiphilic carboxy containing polymer is an anionic polyacrylate polymer.